Amusement Parks Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Amusement Parks, Attractions & Recreation (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/amusement-parks-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 84.23 billion
Projected Forecast (2031)	USD 84.23 billion
Growth Rate (CAGR)	4.62 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Amusement Parks industry](images/chart_2.png)

![Amusement Parks Market Size](images/chart_3.png)

![Amusement Parks Market Share by Park Type, 2025](images/chart_4.png)

![Amusement Parks Market Share by Age Group, 2025](images/chart_5.png)

![Amusement Parks Market Share by Ownership Model, 2025](images/chart_6.png)

![Amusement Parks Market Growth Rate by Region](images/chart_7.png)

![Amusement Parks Market Concentration](images/chart_8.png)

![footer background image](images/chart_11.png)

![Mordor Intelligence on Facebook](images/chart_13.svg)

![Mordor Intelligence on Pinterest](images/chart_15.svg)

![Mordor Intelligence on Instagram](images/chart_16.svg)

![ESOMAR](images/chart_18.png)

![GPTW](images/chart_20.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 84.23 Billion |
Market Size (2031) | USD 105.55 Billion |
Growth Rate (2026 - 2031) | 4.62 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Amusement Parks Market Analysis by Mordor IntelligenceThe Amusement Parks market size is expected to grow from USD 80.51 billion in 2025 to USD 84.23 billion in 2026 and is forecast to reach USD 105.55 billion by 2031 at 4.62% CAGR over 2026-2031.

Sustained demand for out-of-home leisure, rising middle-class disposable income in emerging economies, and strategic investments in immersive technologies underpin this expansion. Pent-up appetite for social experiences following pandemic restrictions continues to lift per-capita spend, while IP-based attractions and mixed-use resort formats extend average length of stay. Operators are accelerating hotel, dining, and branded merchandise initiatives to mitigate weather-related volatility and diversify cash flows. Technology adoption—particularly AI-powered dynamic pricing, queue management, and AR/VR ride systems—enhances capacity utilisation and guest satisfaction, positioning the amusement park market as a resilient pillar of the broader experience economy.

Key Report Takeaways* By park type, theme parks led with 51.92% revenue share of the amusement park market in 2025; water parks are projected to expand at a 7.08% CAGR through 2031.
* By ride type, roller coasters accounted for 31.05% of the amusement park market size in 2025; AR/VR dark rides are growing at 10.21% CAGR.
* By revenue source, admission and ticketing contributed 49.20% of the 2025 amusement park market revenue; hotels and resorts are forecast to rise at an 8.18% CAGR.
* By age group, adults (20–54) represented 42.60% share of the amusement park market in 2025, whereas the children segment is expanding at 6.31% CAGR.
* By ownership model, private-corporate operators controlled 72.85% of global revenue of the amusement park market in 2025, but public and government-backed projects recorded the highest 6.12% CAGR
* By geography, North America captured 35.40% of the amusement park market share in 2025, while the Middle East is advancing at a 9.05% CAGR to 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Amusement Parks Market*Driver | % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
IP-driven immersive experiences are elevating per-capita spend | +1.2% | Global, with premium impact in North America & Asia Pacific | Medium term (2-4 years) |

Dynamic pricing & AI-based revenue optimisation | +0.8% | North America & Europe core, expanding to Asia Pacific | Short term (≤ 2 years) |
Mixed-use resort integration extends visitor length-of-stay | +0.9% | Global, particularly strong in the Middle East & Asia Pacific | Long term (≥ 4 years) |
Post-pandemic experience-economy rebound | +0.7% | Global, with varying recovery rates by region | Short term (≤ 2 years) |
Modular water & surf-park technology lowering CAPEX barriers | +0.5% | Global, accelerated adoption in emerging markets | Medium term (2-4 years) |
Data-driven personalisation boosting in-park spend | +0.6% | North America & Europe early adoption, Asia Pacific following | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The global amusement parks market moderately fragmented: the five largest operat ors held roughly half of the amusement park market share in 2024, leaving space for region-specific players. Disney leverages an unrivalled vault of franchises and integrated resorts, underpinned by a net-zero carbon pledge, enhancing ESG credentials. Universal competes through cutting-edge media overlays and upcoming parks in Texas, Vegas, and the UK, fortifying its pipeline.

North American consolidation is visible in the Cedar Fair–Six Flags merger, expected to save USD 120 million annually by harmonising procurement and technology platforms. Merlin Entertainments scales intellectual-property partnerships with Ferrari and LEGO, translating beloved brands into global attractions. Herschend Family Entertainment's purchase of two dozen US parks signals a renewed appetite for regional asset portfolios.

Digital transformation acts as a competitive wedge. Six Flags' partnership with Google Cloud deploys AI chatbots and real-time pricing, while Dubai's Global Village uses machine vision for crowd control. Sustainability further differentiates: PortAventura's carbon-neutral milestone and Eden Project's climate-positive ambition resonate with eco-conscious travellers. Agile adopters of technology and ESG best practices are poised to outpace laggards, sharpening rivalry within the amusement park market.

Amusement Parks Industry Leaders* The Walt Disney Company

* Comcast (Universal Parks & Resorts)

* Merlin Entertainments

* Six Flags Entertainment Corporation

* Cedar Fair Entertainment Company

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

Our study treats the global amusement parks market as revenue generated on-site by permanent, ticketed outdoor or indoor parks that operate mechanical, water, and experiential rides plus ancillary food, retail, and lodging built within the park boundary. Visiting fairs, standalone family entertainment centers, casinos, and purely virtual attractions are outside this lens.

Scope exclusion: traveling carnivals, fairgrounds, and casino-led resorts are not counted.

Segmentation Container

* By Park Type* Theme Parks
* Water Parks
* Adventure / Thrill Parks
* Edutainment & Zoo Parks
* Surf & Wave Parks

* By Ride Type* Roller Coasters
* Water Rides & Slides
* Flat & Spinning Rides
* AR/VR & Immersive Dark Rides
* Free-fall & Drop Towers

* By Revenue Source* Admission / Ticketing
* Food & Beverage
* Merchandise & Licensing

* Hotels, Resorts & Campgrounds
* Events, Sponsorships & Ancillary

* By Age Group* Children (0–19 years)
* Adults (20–54 years)
* Senior Citizens (55+ years)

* By Ownership Model* Private-Corporate
* Private-Family / Independent
* Public / Government-backed

* By Geography* North America* United States
* Canada
* Mexico

* South America* Brazil
* Peru
* Chile
* Argentina
* Rest of South America

* Europe* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX
* NORDICS
* Rest of Europe

* Asia-Pacific* China
* India
* Japan
* South Korea
* Australia
* South-East Asia
* Rest of Asia-Pacific

* Middle East and Africa* Middle East* United Arab Emirates
* Saudi Arabia
* South Africa
* Nigeria
* Rest of Middle East and Africa

Frequently Asked Questions

What is the current size of the amusement park market?

The amusement park market stands at USD 84.23 billion in 2026 and is projected to reach USD 105.55 billion by 2031 on a 4.62% CAGR.

Which region is growing fastest in the amusement park market?

The Middle East leads with a 9.05% CAGR through 2031, propelled by sovereign-funded mega-projects like Saudi Arabia's Qiddiya.

What segment is growing fastest by park type?

Water parks are the fastest-expanding category, forecast to grow at 7.08% CAGR through 2031 due to modular indoor facilities and surf-lagoon technology.

How are operators increasing revenue beyond ticket sales?

Integrated hotels, resorts, and campgrounds are rising at an 8.18% CAGR, while dynamic pricing, premium dining, and branded merchandise deepen per-capita spend.

What role does technology play in park performance?

AI-driven pricing, crowd analytics, and AR/VR attractions improve capacity utilisation, personalise experiences, and support higher guest satisfaction.

How is climate change affecting park operations?

More frequent extreme weather events drive insurance costs up and force investments in resilient infrastructure such as shaded queues and cooling zones, impacting operating margins.